

**WFTW (AM) / WKSM (FM) / WNCV (FM) / WYZB (FM) / WZNS (FM)**  
**EEO PUBLIC FILE REPORT**  
**October 1, 2020 – September 30, 2021**

**I. VACANCY LIST**

See Section II, the “Master Recruitment Source List” (“MRSL”) for recruitment source data

<b>Job Title</b>	<b>Recruitment Sources (“RS”) Used to Fill Vacancy</b>	<b>RS Referring Hiree</b>
Account Executive	1-2, 14, 17, 20, 22-29	14
Account Executive	1-2, 14, 17, 20, 22-29	2
Program Director	1-2, 17, 19-20, 21-29	19
Continuity Director / Assistant Business Manager	1-2, 6, 15, 17, 20-29	6

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**II. MASTER RECRUITMENT SOURCE LIST (“MRSL”)**

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
1	<b>Career Source Okaloosa Walton 409 Racetrack Rd Ft Walton Beach, FL 32547 (850) 833-7587 tcowan@careersourceow.com</b>	N	0
2	<b>Cumulus Careers Website www.cumulusmedia.jobs.net</b>	N	6
3	<b>Inside Radio (e-mail and website) 365 Union Street Littleton, NH 03561 (800) 640-8852</b>	N	0
4	<b>American Business Women's Assoc Emerald Coast Chapter #1579 P O Box 731 Ft Walton Beach, FL 32549 (850) 864-7697</b>	N	0
5	<b>Eglin AFB Military Spouse Advancement Initiative Family Support Center 502 Van Matre Avenue Eglin AFB, FL 32542 (850) 882-3097</b>	N	0
6	<b>Talent Network/Word of Mouth Referrals</b>	N	1
7	<b>Walk-in/Self-Referral</b>	N	0
8	<b>Hurlburt AFB Military Spouse Career Advancement Family Support Center 220 Lukasik Avenue Hurlburt AFB, 32544 (850) 884-2600</b>	N	0
9	<b>FAMU Career Center Student Union Plaza MLK Blvd Suite 118 Tallahassee, FL 32307</b>	N	0
10	<b>NAACP/Ft Walton Beach Chapter Attn: Sabu Williams P O Box 58 Ft Walton Beach, FL 32549</b>	N	0

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
11	Northwest FL State College Career Resource Center 100 East College Blvd Niceville, FL 32578	N	0
12	Troy University Career Opportunities 81 SE Beal Parkway Ft Walton Beach, FL 32548 <a href="http://www.campusrecruiter.com/troy/">www.campusrecruiter.com/troy/</a>	N	0
13	University of W FL/Emerald Coast Career Opportunities 1170 Martin Luther King Blvd Ft Walton Beach, FL 32548 (850) 833-3743	N	0
14	LinkedIn (not directly contacted by SEU)	N	1
15	Indeed.com (not directly contacted by SEU)	N	2
16	Florida State University/College of Business Dir of Internships and Career Services Rovetta Business Bldg, Rm 327 821 Academic Way P O Box 3061110 Tallahassee, FL 32306 <a href="http://www.career.fsu.edu/recruit/">www.career.fsu.edu/recruit/</a>	N	0
17	Glassdoor.com	N	1
18	Ladders	N	0
19	Employee Referral	N	4
20	Internal Posting	N	0
21	Allaccess.com	N	6
22	Adzuna.com	N	0
23	JobisJob.com	N	0
24	JobSpider.com	N	0
25	MyJobHelper.com	N	0
26	Oodle.com	N	0
27	Trovit.com	N	0
28	CareerSource Escarosa 3670-A North L Street (850) 607-8700 <a href="mailto:Kkarshna@escarosa.org">Kkarshna@escarosa.org</a>	N	0
29	Andalusia Career Center LBW Community College 1000 Dannelly Avenue (334) 881-2304 <a href="mailto:Donna.fulford@alcc.alabama.gov">Donna.fulford@alcc.alabama.gov</a> <a href="mailto:James.mitchell@alcc.alabama.gov">James.mitchell@alcc.alabama.gov</a>	N	0

<b>RS Number</b>	<b>RS Information</b>	<b>Source Entitled to Vacancy Notification? (Yes/No)</b>	<b>No. of Interviewees Referred by RS Over Reporting Period</b>
<b>TOTAL INTERVIEWEES OVER REPORTING PERIOD</b>			<b>21</b>

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**III. RECRUITMENT INITIATIVES**

	<b>Type Of Recruitment Initiative (Menu Selection)</b>	<b>Brief Description Of Activity</b>
<b>1</b>	Establish a mentoring program for station personnel.	October 2020 through August 2021, the SEU's Operations Manager mentored an On-Air Personality to assist him in obtaining the necessary skills and experience to apply for a Production Director position. The topics covered included: FCC rules and regulations, multiple software use and workflow, writing and commercial development, integrating digital, video, and audio production, managing deadlines, and communicating with advertisers as well as sales, programming, and administrative staff.
<b>2</b>	Establish a mentoring program for station personnel.	December 2020 through May 2021, the SEU's Promotions Director mentored an Sales Assistant to assist her in obtaining the necessary skills and experience to apply for a Promotions Director position. The topics covered include: contesting, community events, non-traditional revenue events, and other various duties of the position. As a result of this mentoring the Sales Assistant did assume the role of a Promotions Director.
<b>3</b>	Establish training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions.	SEU conducted a training program led by members of the SEU's management team providing an overview of the manager's role and a focus select components of the job. The training was open to all employees within the SEU. Training sessions conducted: 04/28/21 Streaming, 05/19/21 Program Director, 06/09/21 Promotions Director, 07/07/21 Digital Sales, 07/28/21 Commercial Production, 08/11/21 Continuity and Traffic, and 09/22/21 Multi-Media Director.

	Type Of Recruitment Initiative (Menu Selection)	Brief Description Of Activity
4	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On July 27, 2021, our SEU's Market Manager took part in an presentation by Brooks Scott entitled, <i>Conversations of Race &amp; Allyship in the Workplace</i> . During his presentation he emphasized the importance of learning better ways to communicate to create a healthier workplace environment. He discussed managing unconscious biases, team building around values, learning specific skills and tactics to navigate sensitive conversation, understanding how to give useful feedback, and encouraged attendees to hire, promote and acknowledge people who don't look, think, act, and problem solve like them.
5	Management-level training concerning methods of ensuring equal employment opportunity and preventing discrimination	On August 11, 2021, our SEU's Market Manager took part in a presentation by Brooks Scott entitled, <i>Managing Unconscious Bias</i> . The presentation was an interactive exploration of our unconscious biases, their impact on our work, and tactics for addressing them. He discussed building awareness and understanding of our unconscious biases, establishing a shared language and framework for discussing bias in a safe and constructive way, commitment to incremental individual changes that add up to significant collective changes in the organization.